



*JKS, Delaney & Lor
answered questions on
market regulatory environ.
etc.*

Enron North America

EC004392454



Corporate Responsibility

EC004392455

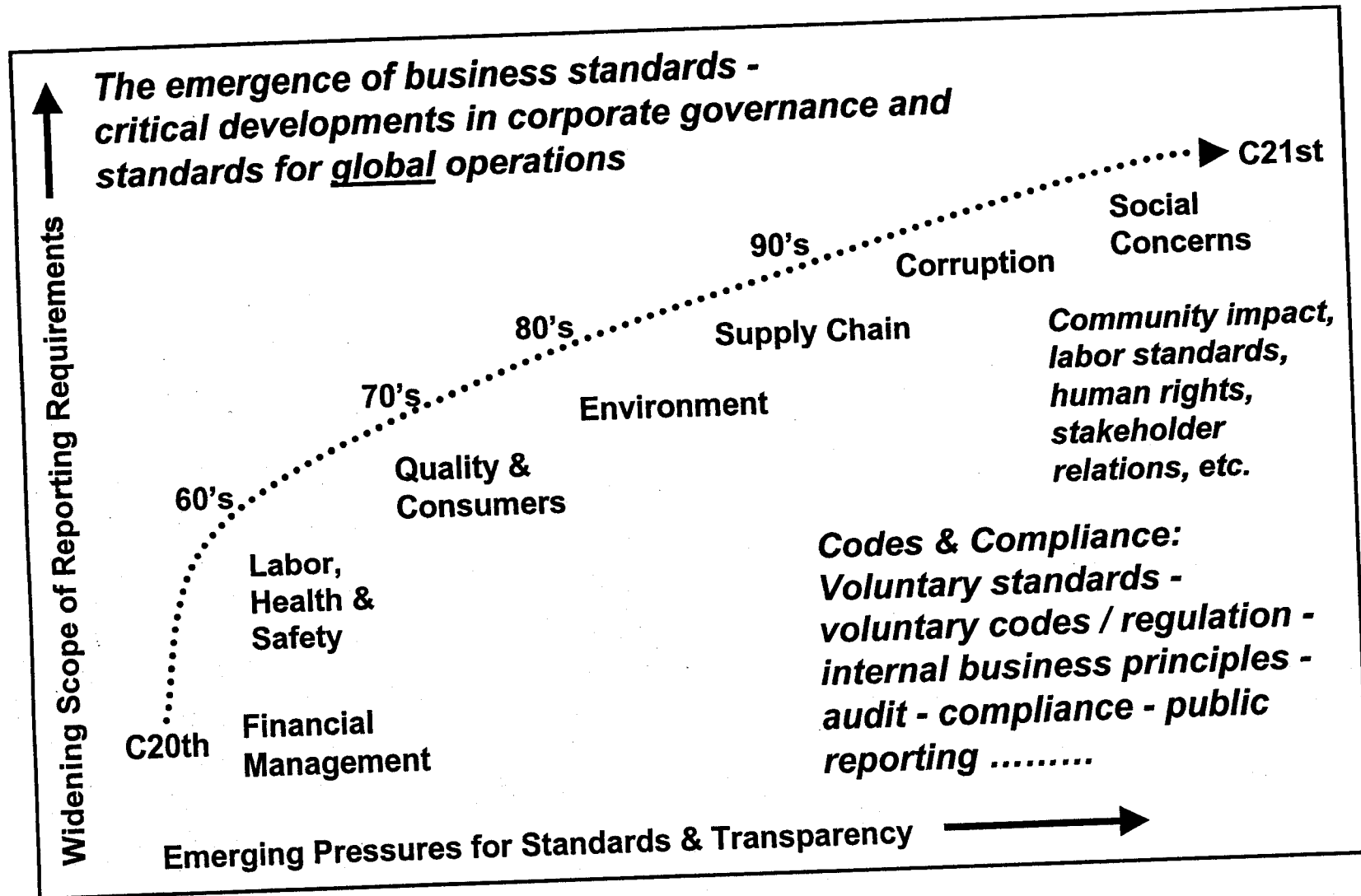
L. Kimberlin

What is Corporate Responsibility?

- **Corporate responsibility integrates social and environmental considerations into business strategy, market development and decision-making**
- **Sustainable Development - “Meeting the needs of the present, without compromising the ability of future generations to meet their own needs... ” (World Commission on Environment and Development, 1987)**

Emerging Trends

lots of non financial issues reported to be reported on



Source: Prince of Wales
Business Leaders Forum

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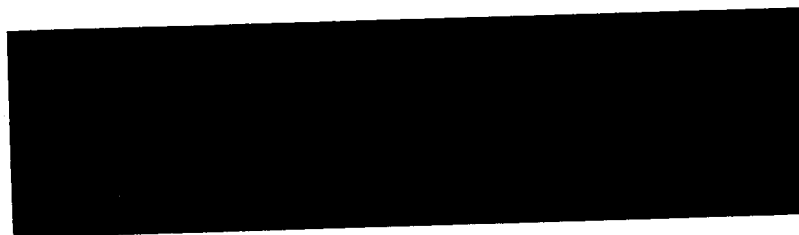
KK

Tools and Practices

Task force identified the issues
(led by Larry)

Why is This Important for Enron?

Social and Environmental Issues Present Risks and Opportunities



coal



privacy issues
pornography



Benefits of a Strategic Approach

- **Improve ability to recruit and retain employees**
- **Create new markets**
- **Develop new products and services**
- **Mitigate product/service/operations risk**
- **Strengthen brand/reputation**
- **Maintain and improve competitive position**



Progress to Date

- Defined mission: “To establish Enron as a leading 21st century



Goals for 2001

- **Work with business units to identify new products, services, markets and opportunities**
- **Integrate social and environmental considerations into existing business unit strategies and management systems (due diligence, risk management, stakeholder engagement, training, performance incentives, auditing)**
- **Benchmark, measure and continuously improve Enron's social and environmental performance (previous performance, customer and investor expectations, competitors)**
- **Confirm and communicate "lessons learned"**
- **Identify opportunities to improve efficiency, reduce environmental impacts and procure 'green products', while saving money**

2014 Annual Report on social and environmental

Proposed Next Steps

- **Expand Board Committee responsibilities**
 - structure
 - scope

Will include as a Monitoring Committee responsibility
- **Establish external Advisory Committee**
 - high level, internationally-recognized experts
 - ~~will provide information on issues and~~